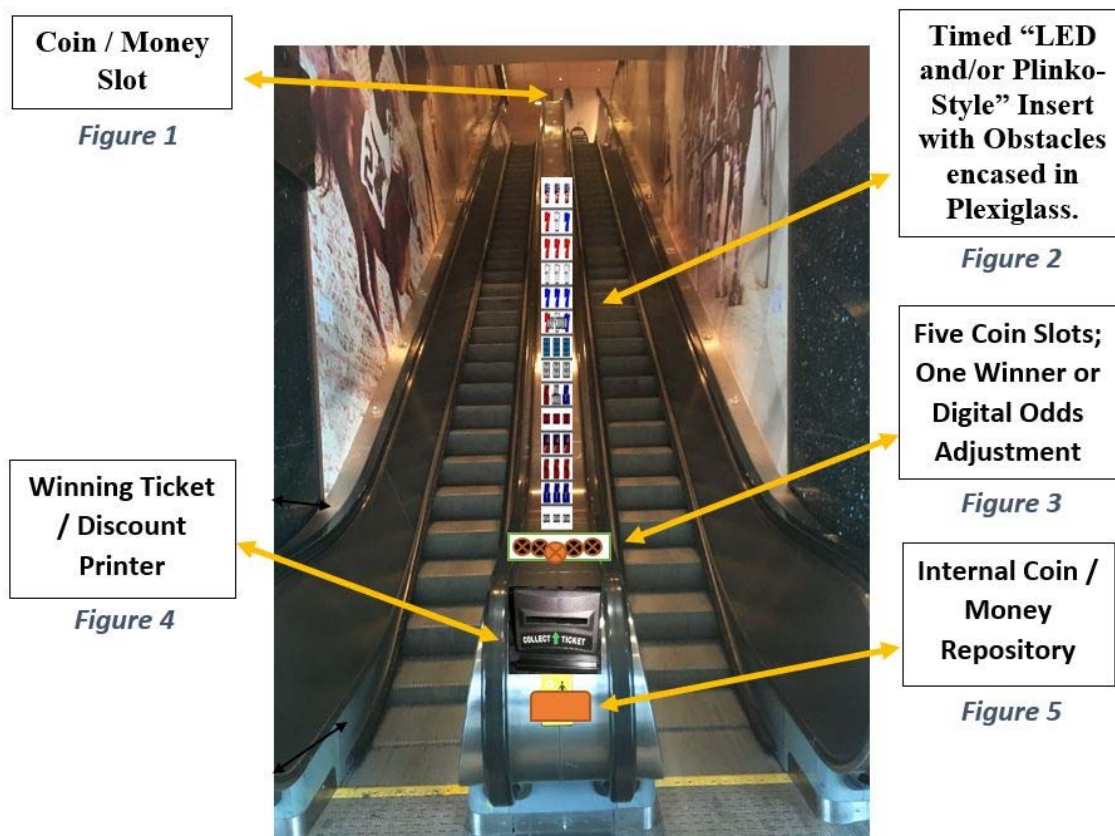


Escalator Profit System (EPS); Patent Pending

1. The purpose of the Escalator Profit System (EPS) is to be used for obtaining secondary funding by utilizing existing infrastructure in conjunction with the promotion of businesses and products for owners of buildings and institutions that possess an escalator(s) on their premise.
2. This applies to the customized creation of individually installed Escalator Profit Systems based on the desires of the infrastructure owners. The overall concept remains the same for each application/installation.
3. This document is two-fold in nature as it describes both the physical components of the EPS in addition to detailing the potential outcomes regarding advertising / secondary monetary streams derived from within existing infrastructure.
4. Components and Process:

Escalator Profit System (EPS)



5. Figures:

Figure 1: Coin / Bill Slot

The escalator will contain a slot to insert a coin or bill at the top or bottom of the escalator. The (amount) would be decided by the escalator owner (i.e. 25 cents, \$1, \$2, etc.).



Figure 1

Figure 2: Timed “Plinko-Style” Insert with Obstacles encased in Plexiglass.

Once the coin is inserted, several obstacles for the coin to bounce down the escalator will be encased in a plexiglass cover coordinated with the escalator speed as the rider descends. The configuration and number of obstacles will depend on the size, height, angle, and length of each escalator to ensure the timing of the coin with the escalator rider’s descent. Beneath the obstacles can be a diagram/image that is pertinent to the type of product/business that the owner wants to promote. In the case of Figures to the right, these are horse racing and casino themed escalators with inserts/diagrams installed at a horse racing track and casino. This could very well be the name of mall, a business within it, or an airport, other name, etc. The diagram would be customized to each escalator owner’s preference / business.

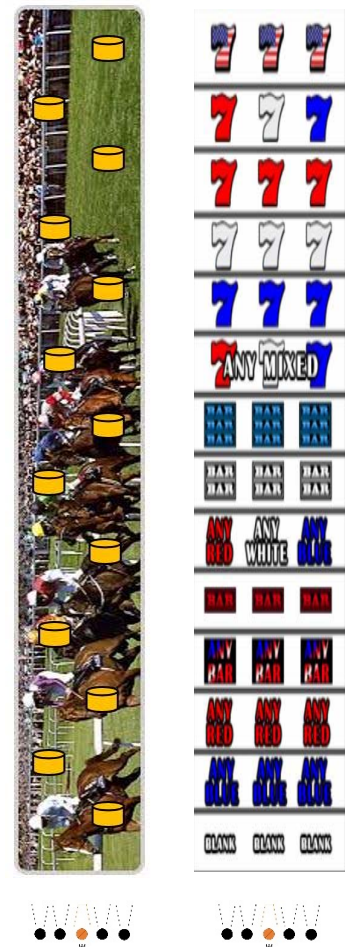


Figure 2 “Plinko Style” Insert

Figure 2A “Digital”: Timed Digitized Insert

The entire process can be digitized / utilize electronic components to represent the coin (which would still be inserted to garner access for the chance to win). An example of this would be the use of LED lighting or a digital screen.

This would see a computer determining the odds which could be adjusted by the system owner.

This electronic representation of the coin would be managed utilizing sensors within the escalator to determine the timing for the electronic representation in conjunction with the descent of the escalator / EPS user.

This would be accomplished utilizing a sensor either beneath the feet of the EPS user (sensor under the actual step of escalator) or a sensor that could be placed horizontally along the entire length of the escalator.

Whichever sensing method is utilized; it would be activated after the EPS user inserts a coin at the top or bottom of the escalator.

LED lights or other electronic means represent the descent of the coin adjacent to the rider.



Figure 2 “LED” Electronic Insert

Figure 3: Five Coin Slots; One Winner

In this non-digital example, there are 1:5 Odds of winning. There is a total of five slots at the end/base of each escalator. One of the slots (in the center) is the winner of the prize/ticket/discount that the escalator owner decides upon.

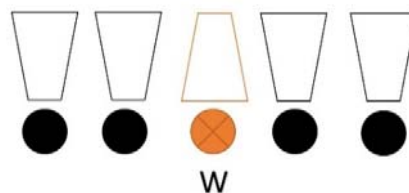


Figure 3

Odds / Payout Examples: Figure Three (and the example utilized throughout this patent application) describes an example utilizing 1:5 Odds of winning. Given additional space, the odds can be altered/adjusted per the desire of the escalator owner by adding or subtracting slots (or adjusting digitally if installed). The EPS can be applied to a mall (store vouchers/discounts etc.), airport, a casino offering free-plays, or anywhere that an escalator exists – literally endless possibilities and profit.

Figure 4: Winning Ticket Printer

Upon the successful win of an escalator rider (center slot) or digital odds outcome, the ticket printer will produce a redeemable ticket. In one example used throughout this document: A Horse Racing Facility – *Detailed Example*: A 25-cent coin that “won” could produce a \$1.00 ticket to go towards placing a bet at the horse racing facility. The redeemable ticket can be utilized for anything from specific discounts: i.e. 30% off at a store in a shopping mall, to redeeming a specific discount on a product that is currently being marketed, free casino plays, etc. The benefit of this is that it can be tied to purchasing/promoting at a local retailer or internal business within the escalator owners building/premises.



Figure 4

Figure 5: Internal Coin / Money Repository

This is an accessible and key-lockable area where the owner/operator of the escalator can access/gather the money that have been deposited within the EPS.



Figure 5

ThyssenKrupp's Business Offer to Your Clients

ThyssenKrupp would source, install, and implement the EPS system into your existing and future escalators. The system would be installed and customized to your client's specific needs. For example: The horse racing theme, Casinos, Shopping Malls, Etc.

The business proposition that you would offer to your clients would include a guarantee of no profits collected by ThyssenKrupp until the cost of the original EPS installation(s) has been paid for in full by your client's escalator users/riders.

ThyssenKrupp would have a contractual agreement with your clientele where you would receive a percentage (at your discretion) of their profits after the entire system installation cost has been paid for by your clientele's escalator / EPS users.

The Proposal

Option #1

I would consistently/indefinitely garner a total of 20% of the profits from ThyssenKrupp that you (ThyssenKrupp) derive from each of your clients and their escalators utilizing the EPS system. These payments would be paid to myself monthly. This option would also remove my offer to sell the concept at the price offered in *Option #2*. If there is interest in purchasing the concept from me in its entirety after initially choosing *Option #1*, a new amount would be discussed and negotiated at that time.

Option #2

I will offer the entire concept to you now for the cost of \$120 Million USD, negating any future derivation of profits from the EPS system to myself. I would sign-over the Patent and Intellectual Property rights to the ThyssenKrupp.

Unlimited Potential and Profits

ThyssenKrupp will make substantial profits utilizing the infrastructure within your current and future client's escalators. This is a low cost and no risk endeavour (customer paid for installation) with long-term and indefinite substantial profits for ThyssenKrupp. Further, it is in your clientele's interest to have the EPS installed as it provides money and advertising to them from their existing and future escalator infrastructure.

<https://iecetech.org/issue/2011-08/Moving-billions-every-day>